



parkitdowntown.org
402.441.6472

Congratulations to VINCENT TRICHE



Employee of the Quarter

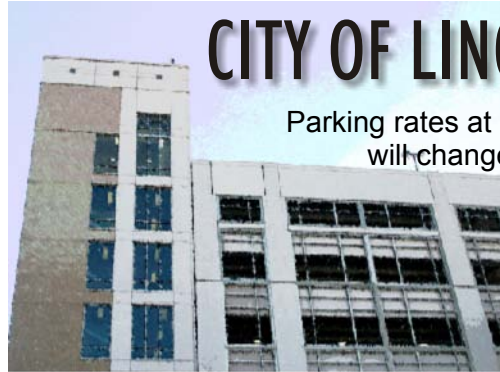
who was awarded employee of the quarter. Vincent is a member of the maintenance crew and has been employed with the Lincoln Parking System for about five months. He is originally from Chicago, but has lived in Lincoln since 1998. He enjoys playing chess and riding his bike when he has free time. Katherine Donnelly, general manager for Republic Parking, is glad to have him as part of the team. **"Vincent has a great personality and is a dedicated hard worker. We were lucky to have found him," said Donnelly.** Vincent's favorite movie is Blade and the restaurant he frequents the most is Kuhl's.

**Thank you Vincent
for all of your hard work!**

THE PARKING PAGE

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Park it. We've got a space for you.



CITY OF LINCOLN PARKING RATES

Parking rates at many City of Lincoln downtown facilities will change November 1, 2005 to encourage more parking in underutilized garages. City Parking Manager, Ken Smith said rates at Haymarket and Market Place garages have been decreased, while rates at the other five facilities have increased.

"Studies show that the City has an adequate parking supply in downtown to meet the current customer demand. However, we need to maintain our current financial status to meet future parking demands. With this market driven approach, we hope to make better use of all garages and reduce waiting lists. Customers will have a choice of paying less for spaces." said Smith

The history of monthly parking rates in downtown Lincoln indicate that from 1990-1996 the rate charged was \$50 at all facilities. In 1997, rates increased \$5.00 per month and special rates were charged for reserved and secured spaces.

In 2000, there was a \$5 increase and this rate remained the same until 2004, when Center Park, Que Place and University Square saw a \$5 increase.

If there are any questions about the rate adjustments please call the City of Lincoln Parking Office at 402-441-6472.

NEW MONTHLY RATES

FACILITY	
CARRIAGE PARK	\$65
CENTER PARK <i>secured</i>	\$75/\$90
CORNHUSKER SQUARE <i>reserved</i>	\$65/\$80
HAYMARKET <i>reserved</i>	\$50/\$65
IRON HORSE LOT	\$45
LINCOLN STATION SOUTH LOT	\$45
LUMBERWORKS LOT	\$45
MARKET PLACE	\$55
QUE PLACE	\$70
UNIVERSITY SQUARE <i>reserved</i>	\$75/\$85

NEW HOURLY RATE

\$1.00 for 1st hour
\$1.00 each
additional hour
24 hr. max. \$6.00

If there are any questions about the rate adjustments please call the City of Lincoln parking office at 402-441-6472.

Halloween Trivia

Test your Halloween I.Q. and you could win \$25 in FREE parking!!!

1. What was the name of the seemingly "normal" blood cousin on The Munsters?
2. What football team is named after the subject of Edgar Allen Poe's quintessential Halloween poem?
3. What "graveyard smash" reached number one on the Billboard charts for two weeks in 1962 and then returned to the charts in 1970 and 1973?

If you can answer these three questions send an email to parking@lincoln.ne.gov with your name, address and day time phone number or mail your answers and contact information to the Lincoln Parking Office at 317 South 12th St. Lincoln, NE 68508. Entries will be accepted until November 14, 2005. Entries answering all three questions correctly will be entered in a drawing. Four entries will be randomly drawn and will win a \$25 Park It Downtown Card. Only one entry per person. Winners will be notified by phone. Chance of winning depends on number of entries received.

NEW FACES:

INTERVIEW WITH BRIAN LEACH

"I like the excitement of home games and energy that comes with it. I was surprised at the number of parking spaces available and was able to learn a lot about how the facilities are run."



Brian Leach, the new office manager for the City of Lincoln parking system, jumped right into his job by beginning his training at the second home Husker football game. This gave him the chance to observe how parking operations work as well as to learn what his role will be on these eventful days. He enjoyed his first football game day and those that have followed. "I like the excitement of home games and energy that comes with it. I was surprised at the number of parking spaces available and was able to learn a lot about how the facilities are run," Leach said.

Prior to working for the Lincoln parking system, Brian worked at MDS pharma services for three years in their accounting department. Although he enjoyed that job he is excited about his new position and is looking forward to working with customers and the people in his office. "It was an excellent opportunity for me and provided a good challenge. I like the people I work with and I look forward to learning something new every day," Leach said.

Joe McKibbin, the operations manager for Republic Parking, thinks that Brian's skills will be a beneficial addition to the parking office. "Brian's accounting knowledge will be a great asset as we make our next strides in parking amenities and customer service," McKibbin said. Leach, who earned his bachelors degree in accounting from Doane college, is a movie buff. He watches all kinds of movies and if forced to choose one as a favorite, would say it is the Usual Suspects. He also plays softball on a summer league and enjoys playing poker. He is quickly becoming familiar with the office procedures and is eager to continue the learning process. "I want to provide our customers with excellent service and I will learn all I can to make sure that happens," Leach said.

HUSKER E-PAY PARKING

Once again prepay football parking has proven to be a great success and a popular option for fans wanting to minimize stress on games days. The first three games have sold out six of the City parking facilities. To reserve your space for the next game visit parkitdowntown.org.

Parking Garage Advertising

An advertisement for Gallup displayed in Que Place garage

The City of Lincoln has entered a partnership with Synergy Marketing to sell advertising space in the city parking facilities. In order to ensure success and to market the program effectively this project has been broken down into three phases. The first phase, which includes Que Place, Haymarket and Market Place was completed at the beginning of September. The second phase, which is now underway, will include Center Park and the third phase will incorporate the remainder of the garages. Synergy Marketing will design, maintain and sell the posters to businesses wishing to advertise to parking customers. The space is sold in packages and the price varies depending on garage and location.



Mini billboard advertisement for Quick Nick's located in city parking garage.

The City estimates that more than a million people visit downtown parking facilities on an annual basis and the idea of advertising in the garages has been successful so far. Two of the three garages in the first phase are almost sold out for the next six months. Parking Manager Ken Smith is excited about this venture and feels that it will benefit downtown businesses. "It is an opportunity for businesses to reach our shared customers and give them information about the services and products that are available in the downtown area," Smith said.

For more information or to advertise in the City Parking Facilities, please call Synergy Marketing at 402-484-8895 or Parking Administration at 402-441-7548.